

EPCH inaugurates Handicrafts Showroom at Kevadia (Statue of Unity), Gujarat

To commemorate the 144th birth anniversary of Shri Ballabhbhai Patel, Iron Man of India, the Govt. of Gujarat under the visionary directions of the Hon'ble Prime Minister of India constructed the Statue of Unity at Kevadia, Gujarat. The Statue of Unity is a colossal statue of Indian statesman and independence activist Sardar Vallabhbhai Patel, who was the first Deputy Prime Minister and Home minister of independent India and the chief adherent of Mahatma Gandhi during the non-violent Indian Independence

movement. Symbolising the national, spiritual, historical and academic values, the Statue of Unity is to lead to the icon based development of the entire region of Kevadia in Gujarat which is predominately a tribal area. To convert this into one of the tourist destinations in India, the Govt. of Gujarat has undertaken a number of projects with the aim to enhance the quality of lives of local tribal people in the region. One such project is "Ekta Mall" at Kevadia, Gujarat. Handloom and handicrafts corporation,

organisations and agencies from each state have been invited to put up retail showroom at Ekta Mall to showcase the handicrafts and handlooms of different states.

EPCH has taken up a showroom where artisans of different craft clusters will be showcasing their handicrafts. This will not only give a boost to open souvenir showrooms near the important tourists places in India such as this, but will be also enhancing marketing linkages for the artisans as more than 10,000 tourists from India and abroad visit the Statue of Unity everyday. ■



The handicrafts showroom owned by EPCH being inaugurated on 2nd November 2019, in the presence of Mr. Ravi K. Passi, Chairman, EPCH; Mr. R K Malhotra, Vice Chairman, EPCH; and COA members of EPCH - Mr. Lekhraj Maheshwari, Mr. Dinesh Kumar, Mr. Prince Malik, Mr. Ashok Boob, Mr. Neeraj Khanna, Mr. Anoop Shankhdhar, Mr. Naved Ur Rehman, Mr. KN Tulasi Rao, Mr. V S Goel and Mr. Pradeep Muchhala.